51859 4691

MESSAGE CONFIRMATION

DATE:12/05/97 TIME:09:11

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
12/05	09:08	02'36"	3156351171	G3-S	005	OK

12/16/97
V/M sent to (Herkimer)
Mike Rowland for back-up
suppliers.

Source: https://www.industrydocuments.ucsf.edu/docs/fggn0000

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 25, 1997

RJR Account #278580
Mr. M. Defabio
HERKIMER WHOLESALE

JANUARY CTS: DORAL $7.50 OFF 15-PACK PURCHASE / PROMOTION #800007

Dear Mike:

DORAL .50¢ off/pack tear-tape product (6M) has been ordered, along with 16 15-Pack Carton Kits, Item #535805, and P.O.S. Kits, Item #535811 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

Product PO #_____; Displays PO #_____

DORAL.50¢ Tear Tape BRAND STYLE	UPC Code	#/ (6M) Cases
Light	12300-24864	1
Lt 100	12300-24865	2
Men Lt 100	12300-24868	1
FF	12300-24869	1
FF 100	12300-24866	2
Ult Lt 100	12300-24870	1

Displays (Item #535805)

SKU CUBE: **0.9982**

SKU WT (w/o Product): **2.4900 lbs**

Retail Sales Offer per Sku: **10 units**

Billing per Sku: **10 Savings Cartons**

Product / Display Arrival: **January 6, 1998**

Ship Date to Retail: **Week of: January 19, 1998**

EFT $ Amount: **$1,210.16**

Cancelled 12/17/97

Re-allocated To McLane NE Per SS

51859 4692

Source: https://www.industrydocuments.ucsf.edu/docs/fggn0000

$7.50 15-Pack
HERKIMER WHOLESALE

Promotion Description:
Doral cartons will be marked on outside with "Special Offer" stickers on end panels. All packs will have ".50¢ Off" tear tape. Each Doral case contains 20 15-pack offers. Place one specially marked carton into the promotional 15-pack carton and place an additional five packs specially marked .50¢ off tear tape packs into the 15 pack carton to complete the offer. Close and tape the display case.

Display Load: Ten 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $28.00 per **live 12M** case for all product packed and shipped to retail on a timely basis. This equates to **$36.00 (4 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: RJR: S. Schwalm /
Herkimer B. Shepard
A. Perany
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-750OFF.DOC

51859 4693

Source: https://www.industrydocuments.ucsf.edu/docs/fggn0000

PROMOTION #800007: DORAL $7.50 OFF 15-PACKS

CUSTOMER LIST

SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAIL ACCOUNT LISTED

ONE DISPLAY (ITEM #535805) = TEN 15-PACK CARTONS:
ONE 15-PK CARTON EACH (DORAL LT/ LT MEN 100/ FF/ ULT LT 100); AND
THREE 15-PK CARTONS EACH (LT 100/ FF 100)

#/ CARTONS PER STYLE
DORAL

SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE	#/ DISPLAYS (#535805)	LT	LT 100	LT MN 100	FF	FF 100	ULT LT 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
162304	903627	LJ'S COHOES DISCOUNT	124 REMSEN ST	COHOES	NY		30	60	30	30	60	30	278580	HERKIMER WHOLE. CO.	911669
						16							CASE TOTALS:	1/2/1/1/2/1	

51859 4694

Source: https://www.industrydocuments.ucsf.edu/docs/fggn0000

WHOLESALER PACKING INSTRUCTIONS

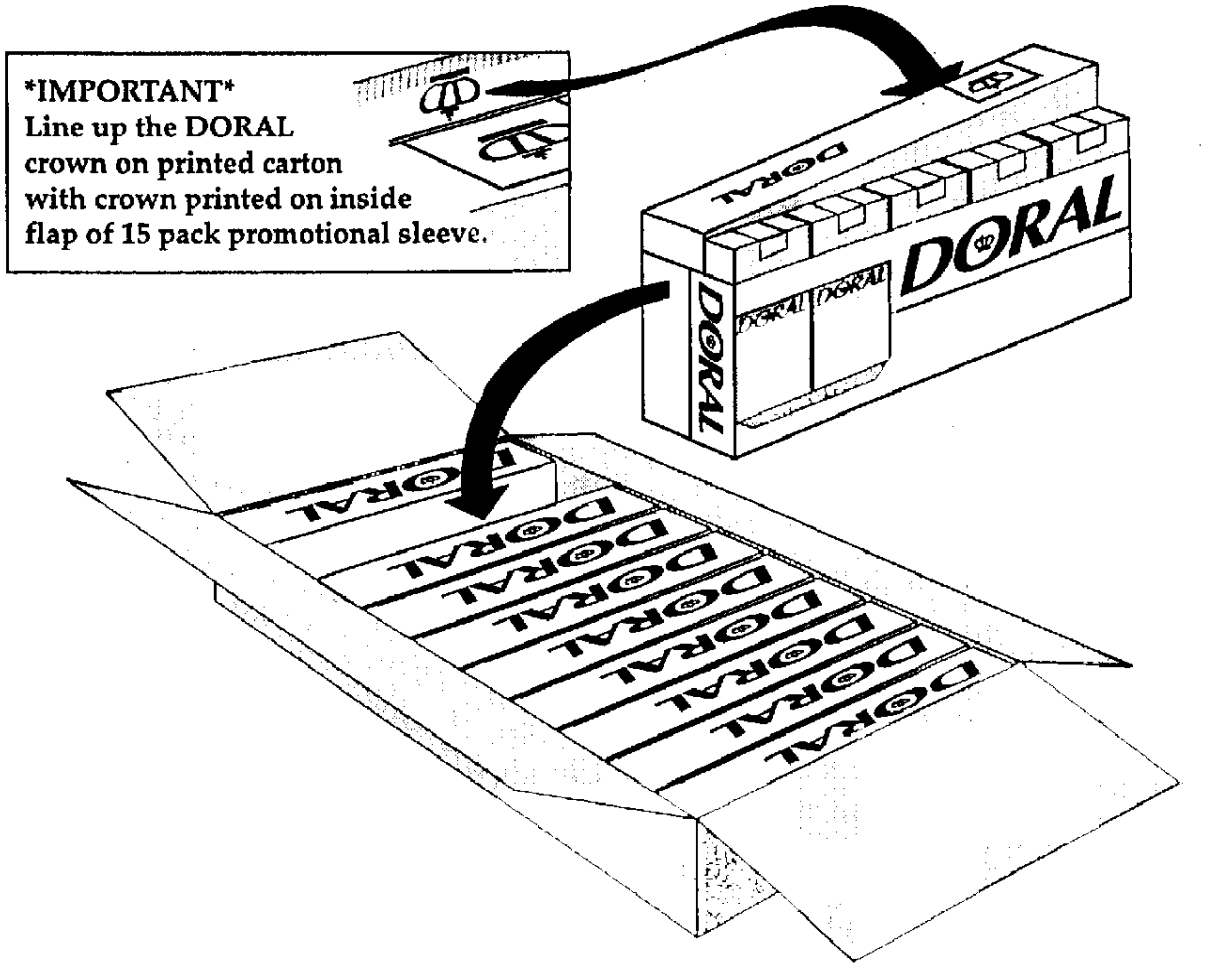
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

January DORAL $7.50/15 PK

(Load 5 packs/Load 1 carton)

STEPS

1. Open DORAL $7.50/15 PK shipping case.
2. Load 1 full carton and 5 packs in each sleeve.
3. Close and tape case.
4. Ship to retailer.



51859 4695

Item: # 535805
Description: DORAL 7.50/15 PK shipper

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Counter 10		Carton	Brand Mix in	Display	

Source: https://www.industrydocuments.ucsf.edu/docs/fggn0000

502 SMS502N1 SALES MATERIALS SYSTEM 12/02/97 14:14
SMS ALLOCATION INQUIRY FN: ___

Area/Reg/Div/Terr*: 16XXXX (Wildcards Allowed) << Found 1 locations >>
Item Number.....: 535811 DOR JAN CTS 7.50/15 PK POS KIT

	Location	Actual	Usage	Available	Transfer
1	16 BUFFALO REGION	114	69	45	0

~~1 Assoc~~
~~1 Herkimer~~

43
Residual
7336-0809 - R. Burrows

~~2 To Herkimer~~

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Help Retrn Bkwrd Frwrd Main

~~1 Assoc CR.~~

~~1 Assoc~~
1 - Herkimer

51859 4696

Source: https://www.industrydocuments.ucsf.edu/docs/fggn0000

502 SMS502N1 SALES MATERIALS SYSTEM 12/02/97 14:14

SMS ALLOCATION INQUIRY FN: ___

Area/Reg/Div/Terr*: 16XXXX (Wildcards Allowed) << Found 1 locations >>

Item Number.....: 535805 DOR JAN CTS 7.50/15 PK BOX KIT

	Location	Actual	Usage	Available	Transfer
1	16 BUFFALO REGION	912	768	~~32~~	~~112~~-

-16 Northcrest

~~-16 Ridge~~

0

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---

Help Retrn Bkwrd Frwrd Main

51859 4697

Source: https://www.industrydocuments.ucsf.edu/docs/fggn0000